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## *Claims*

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What is claimed is:

1. A entertainment concept evaluation method, the application of unique weight ratio; criteria weight, the method comprising: a client browser software data input of Public Survey result values, where said survey is based on a entertainment concept; a client browser software data input of Expert Survey result values, where said survey is based on a entertainment concept; a survey algorithm that applies a ratio value to the said survey values, where said ratio value is derived from a survey special questions value, where said ratio value is a percentage applied to the survey values, where said percentage is a unique criteria weight, where said percentage application is separate from each said survey process; a search algorithm that conducts an internet search, where said algorithm records said search results in a database, where said algorithm assigns a value to said search results, where said internet search is comprised of keywords, phrases, names, attributable information of a entertainment concept, where said search of attributable information includes copyright, chain of title, domain rights, licensable rights, published content, attributable personal content, where said search result values are a unique criteria weight; a comparison algorithm that assigns values to comparison results, where said algorithm records said values in a database, where said algorithm uses a baseline category profile for comparison, where said algorithm generates a data table of said comparison values, where said comparison result values are a unique criteria weight, where said comparison algorithm includes values from said survey algorithm, search algorithm, in said data table, where said data table is a matrix, where said survey algorithm, search algorithm, comparison algorithm, results are a entertainment concept evaluation, where said survey algorithm, search algorithm, comparison algorithm, results are a decision component, where said algorithms are an automated process, where said process is a automated comparison matrix, where said comparison algorithm combines said data table values into a final value, where said data table final value is expressed as a percentage or positive integer scale.

2. The method of claim 1, where said survey algorithm, search algorithm, comparison algorithm, results; process or combination thereof are used as a advanced informational decision component by a first or initial step entertainment packager, dealer, agent or securities broker dealer.
3. The method of claim 2, where said entertainment packager, dealer, agent or securities broker dealer forms a product suitable for trading on an exchange.
4. The method of claim 1, where said survey algorithm, search algorithm, comparison algorithm, results; process or combination thereof is auditioned, showcased or promoted on a website; where said website promotion or exposure of said entertainment concept generates advertising revenue.
5. The method of claim 4, where said generation of advertising revenue or sponsorship of a concept is singular or a plurality of concepts.
6. The method of claim 1, where said survey ratio application is a useful efficiency feature of expert resources.
7. The method of claim 1, where the Internet; any means of computerized data storage; communication system; wireless, satellite, modem, postal, phone is used for the collection or transfer of said data or information.